



HELLO

LeB



Pierre FACQ

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[@LesVotres](#)

10 ans d'expérience *en agence de communication digital*

Fondateur de Onepoint.TV
Content Marketing en vidéo (2005)

Associé chez Brainsonic
Directeur Conseil et Création

-

Driver @LeWagonNantes
Learn to code the startup way



brainsonic



**Bring technical skills
to creative people**

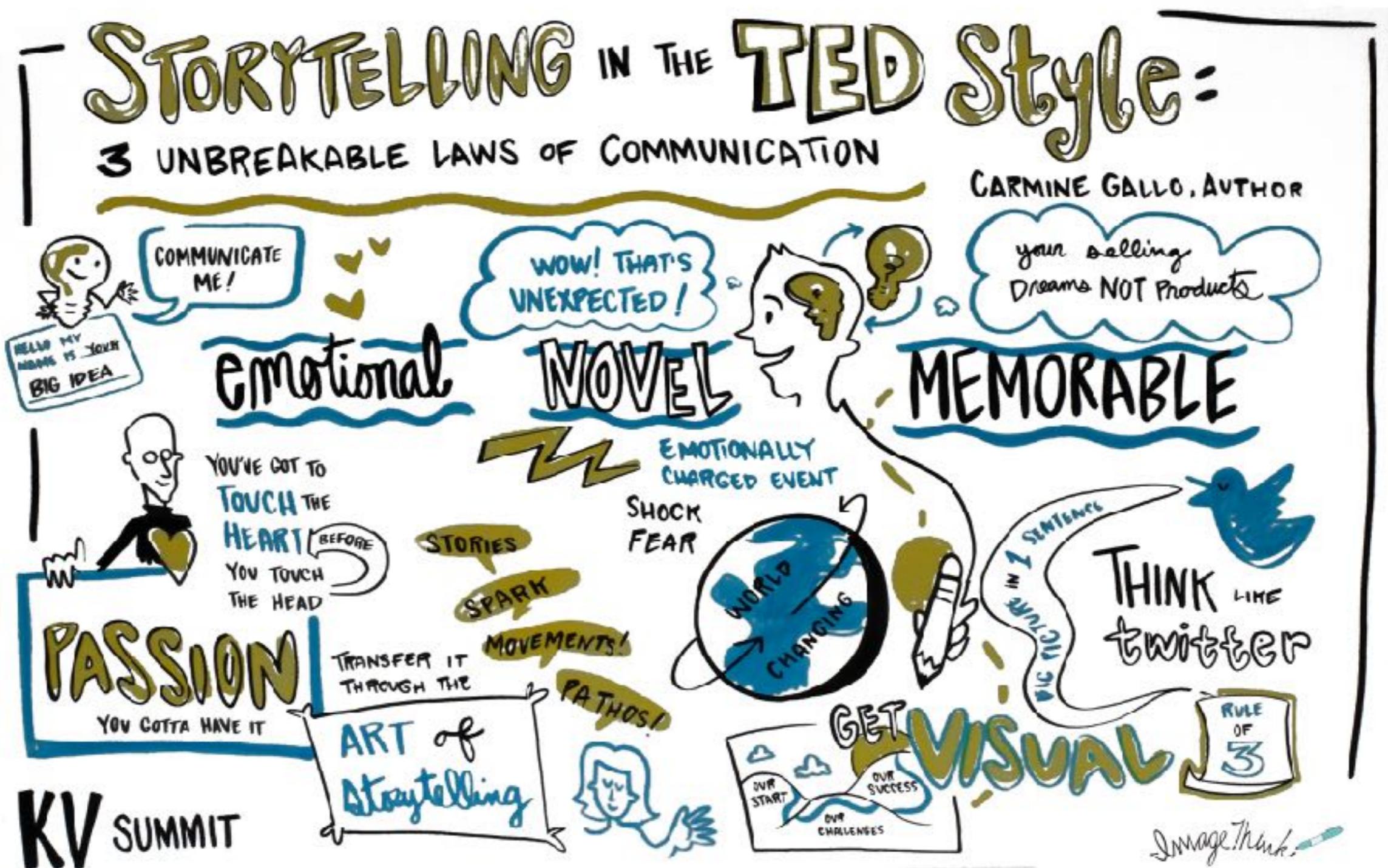
A medium shot of a woman with short, wavy brown hair. She is wearing a dark, long-sleeved top. Her gaze is directed downwards and to the left. Her right arm is raised, with her hand near her face, fingers slightly spread. The background is dark and out of focus.

UX

**Different languages
to speak**

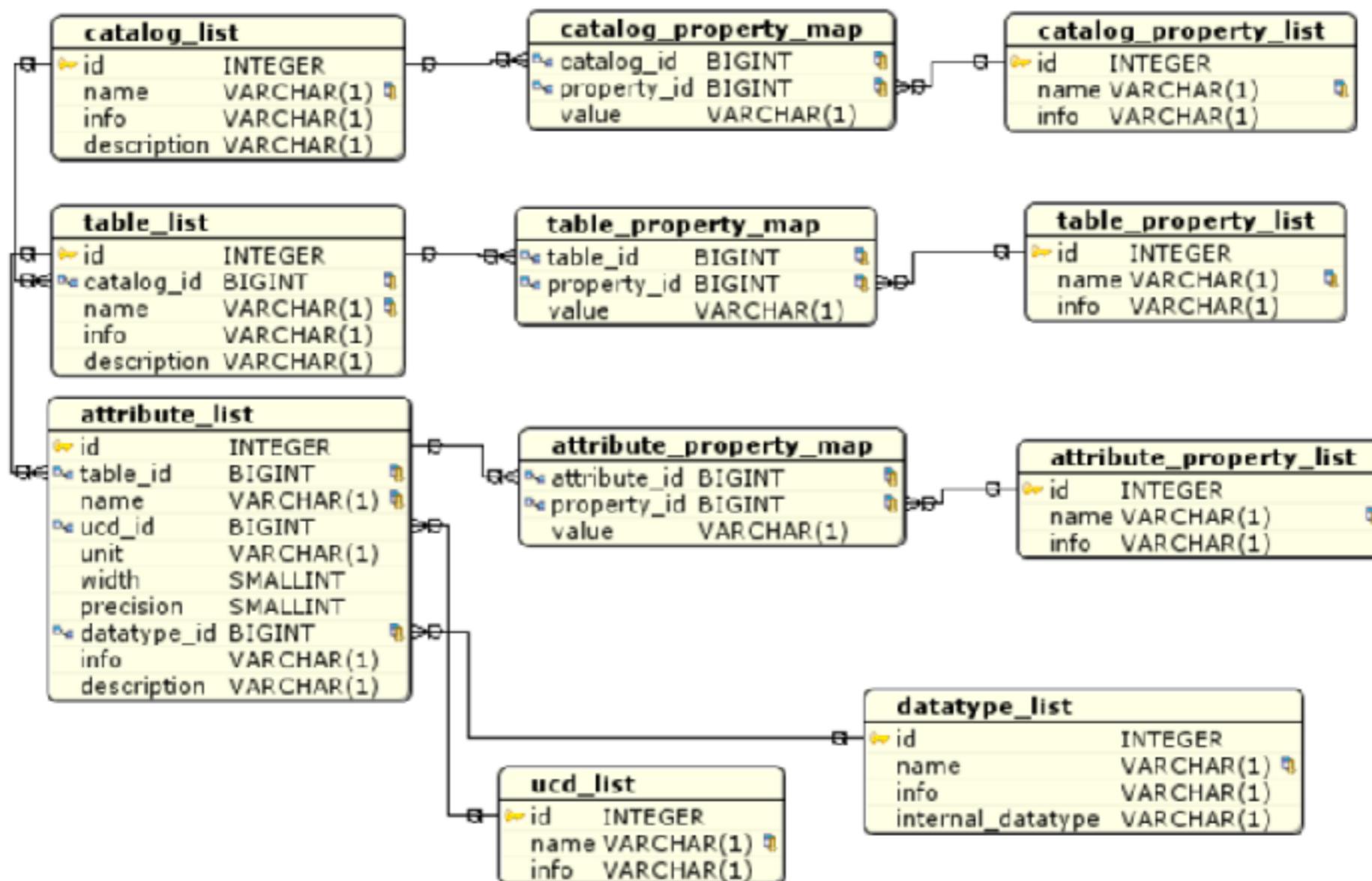
Storytelling

Content strategy



Architecture

backend development



Features

product management



Design

frontend development / UI / UX

[Start now](#)

[SIGN UP](#)

[Write a story](#)

[Free trial](#)

90€
Superbe gîte à Rome
Logement en ligne ★★★★☆ 218 commentaires

69€
Colosseum, Hidden Gem
Logement en ligne ★★★★☆ 106 commentaires

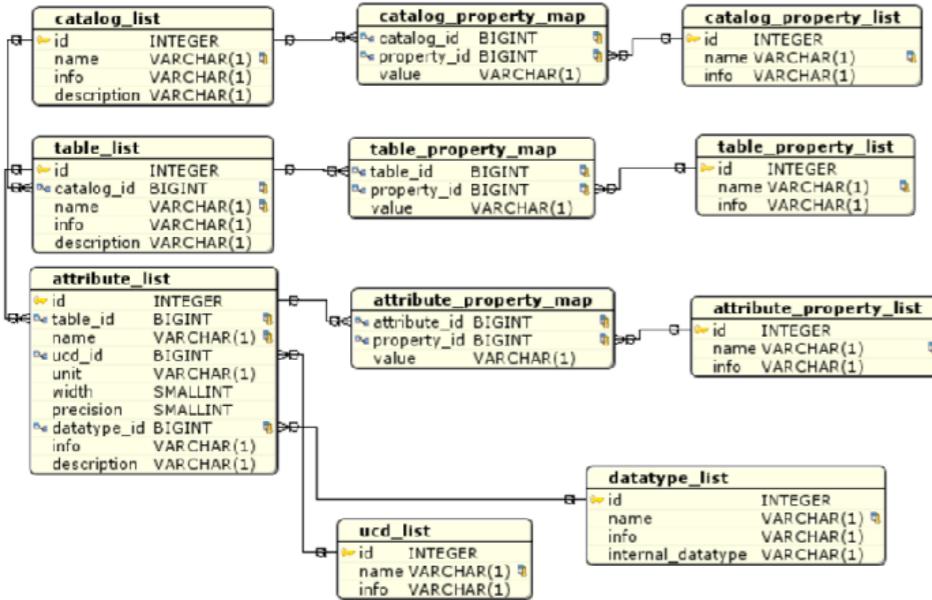
Sign in X

[Sign in](#) [I forgot my password](#)

Search Medium [Write a story](#) 4

- New story
- Inspiration
- Drafts and stones
- Stats
- Publications
- Profile
- Settings
- Sign out

6,418 Upvoted 509 Submitted 35 Made 27 Collections 23,346 Followers 1,413 Following

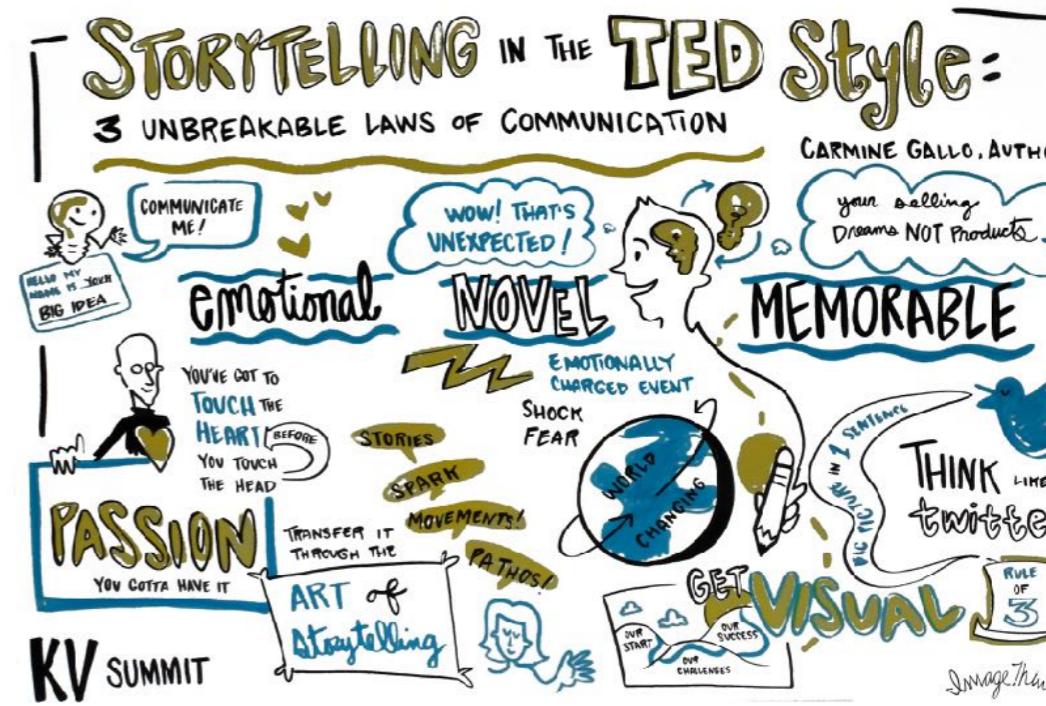


The screenshot shows a travel booking website interface:

- Top Bar:** Buttons for "Start now", "Write a story", "SIGN UP", and "Free trial".
- Sign In Form:** Fields for "Email Address" and "Password", and links for "Forgot my password" and "Sign in".
- Search Results:** Two cards for "Superbe gîte à Rome" and "Colosseo, Hidden Gem", each with a price (90€ and 69€), location, rating, and comments count.
- User Profile:** A sidebar with "Search Medium", "Write a story", and a list of user stats: 6,418 Upvotes, 509 Submitted, 35 Made, 27 Collections, 23,346 Followers, and 1,413 Following.

The screenshot shows an Agile board in Trello:

- Boards:** "Agile Board" and "Inspiring Boards".
- Current Sprint:** Tasks include "Going live with server deployment" and "Google Adwords list of referrers".
- In Progress:** Tasks include "Android App new landing page", "Analytics", and "Branding guidelines".
- On Hold:** Tasks include "CSS Rules", "Retail order", and "Mobile UI reboot".
- Next-up:** Tasks include "Data Analytics podca", "PR Firm outreach", "List of vendors for ba", and "Google Adwords bes".
- Analytics:** A chart titled "Google analytics data - Q1" showing trends over time.



Empathy



Define



Ideate



Prototype



Test



PITCH



Target

Who are my customers?

Pain

What do they suffer from?

Solution

How do I answer their need?



MVP

1 - One use case

verb + complement

Do ONE thing only, do it good



book a place



share a story



order a cab



manage a project



discover recipes

Find a new angle. Your UVP



Discovery

Experience a place like a local



Beautiful stories

It's not a post, it's a story



Instantaneous

Get a ride in one click



Simplest UI possible

Nothing more than lists and cards



Illustrated recipes

Each step needs a nice picture

Find your UVP



social

vs



price



Top 20 Paris Vacation Rentals × Boris

Paris, France Host 1 Trips 1 Messages 7 Help Boris

Filters Only 1% of listings are left for these dates. We recommend booking a place soon. Learn more

Search as I move the map

€29 Charmant appartement parisien Shared room - 2 guests - ★★★★☆ - 17 reviews

€30 Jolie petite chambre Private room - 1 guest - ★★★★☆ - 37 reviews

€26

€29

Map of Paris showing price markers for various neighborhoods:

- 17TH ARR.: €30, €29, €25, €19
- 9TH ARR.: €29
- 8TH ARR.: €25, €29
- 1ST ARR.: €29
- 15TH ARR.: €26, €29
- 14TH ARR.: €26, €29, €30
- 13TH ARR.: €26
- 12TH ARR.: €30



booking.com

My Bookings Register Sign in

Home → France → Ile de France → Paris → Search results
57,719 properties 5,780 properties 4,253 properties Paris, 1 adult, 1 Night (Oct 15 - Oct 15) Change dates

Search

Destination/Hotel Name:

Work Leisure [?](#)

Check-in:

Check-out:

1-night stay

Rooms: Adults: Children:

Search

69% reserved Paris is a top choice on our site with travelers for your selected dates (69% reserved). Tip: Prices might be higher than normal, so try searching with different dates if possible.

Paris: 4,253 properties found

3 reasons to visit: **Eiffel Tower** Sightseeing **Musee D'orsay** Fine Art Museums **Notre Dame** Churches [Map View](#)

Our Recommendations First Lowest Price First Distance From Downtown Review Score Stars

Deal of the Day Time remaining: 1 day 05:00:36

Hotel Devillas  
5th arr., Paris – Subway Access 1326 reviews

34% LESS THAN NORMAL 

Executive Double Room  € 161  € 106 [Reserve](#)

Give Us Your Must-Haves  Filters help our customers find the perfect place to stay. Click the things that are most important to you, and we'll show you what we've got.

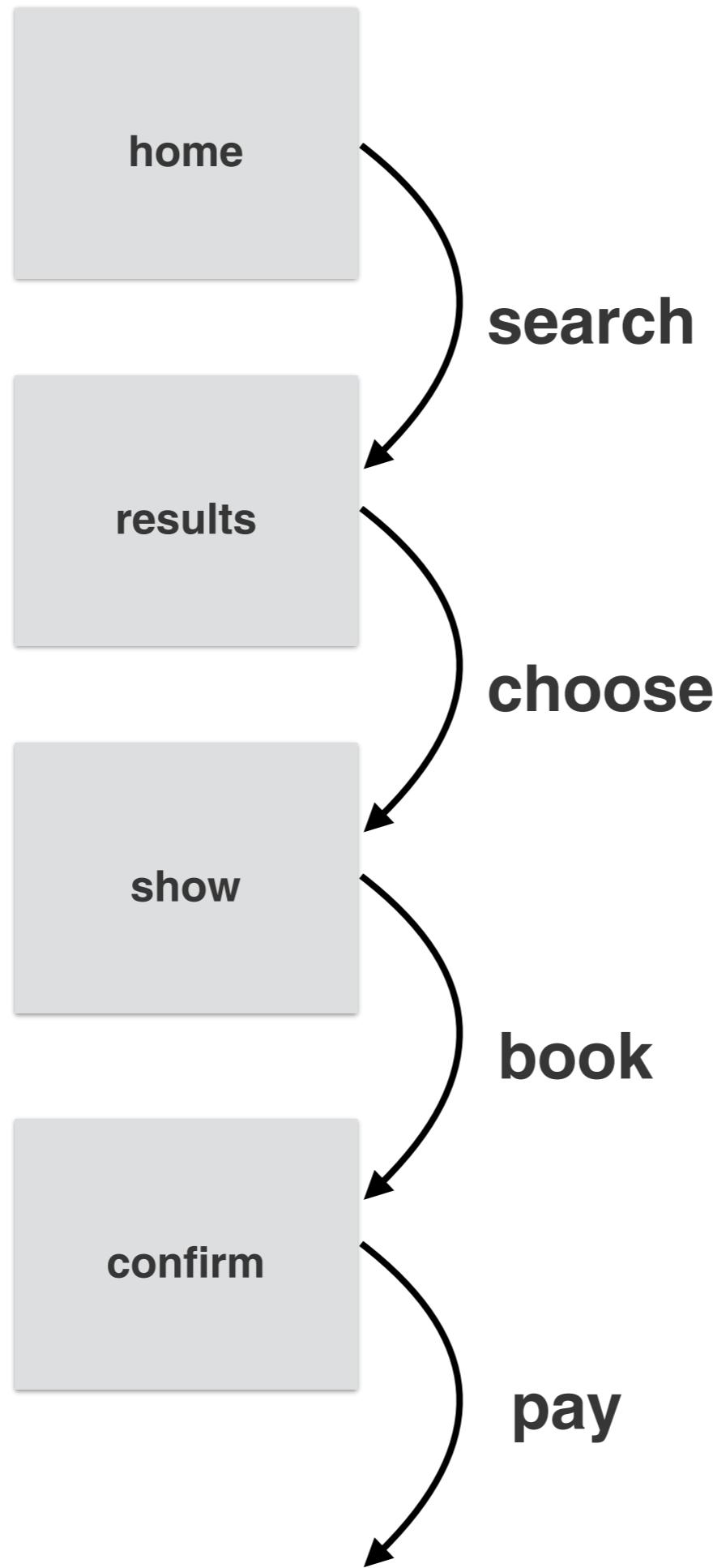
(3.8 km from center) looking right now today TWIN/Double Room

California Champs Elysées  
1,421 reviews

In high demand!  € 305 [Select your room >](#)

2 - Core user journey

5 views max



For each view

home	results	show	confirm
Action	I want my user to...		
Context		For that he/she needs to know...	
Angle			He/she understands my UVP because...

A man in a suit and tie is looking at a large screen displaying a video of a person using a typewriter.

USER TEST

7 tips

1 - Test As Early As You Can

The earlier you test, the easier it is to make changes and thus the greater impact the testing has on the eventual quality of the product.

2 - Outline Your Objectives For the Test

“What do I need to know from this test?”

**and then, once you understand what you need to know,
you can write your questionnaire or survey with that
objective in mind.**

3 - Ask Open-Ended Questions

**Closed questions have a limited choice of answers.
These may be binary (yes/no) or multiple choice. Open-
ended questions let you discover things you never
thought of and let you learn the language of customers.**

4 - Focus Users On Tasks

Don't ask what they think of your product or to ask them to score every element. Better to write tasks for users to attempt, so you capture in-the-moment, natural feedback at the point of interaction.

For example, if you test a redesigned version of website's homepage:

- Bad: What do you think of our website? Out of the 10, how did you find the usability of the web service?
- Better: Where would you click first when you land on homepage?

5 - Observe Behavior

It's important to mark the distinction between listening to users and observing users. While both methods will provide UX designers with valuable information, the mistake many UX designers make is to focus too heavily on listening.

Observing users can uncover a lot more in a lot less time.

6 - Think Quality, Not Quantity

**Testing with 5 users generally unveils 85% of usability
problems.**

7 - Don't Try To Solve Everything At Once

It's simply impossible to do that. Instead, fix the biggest (the most important) problems and then test again.

Test early, test often



UI

Brand guidelines

Colors

Images

Icons

Fonts

Code Snippets

Gradients

UI components



Elementary blocks
of app design

5 to 10 components to master



90% of your app design

**Which UI components
do you know?**

Images



Avatar



Thumbnail

Buttons

Start now

Twitter

SIGN UP

Google

Write a story

Medium

Free trial

treehouse

Forms

Login form (treehouse)

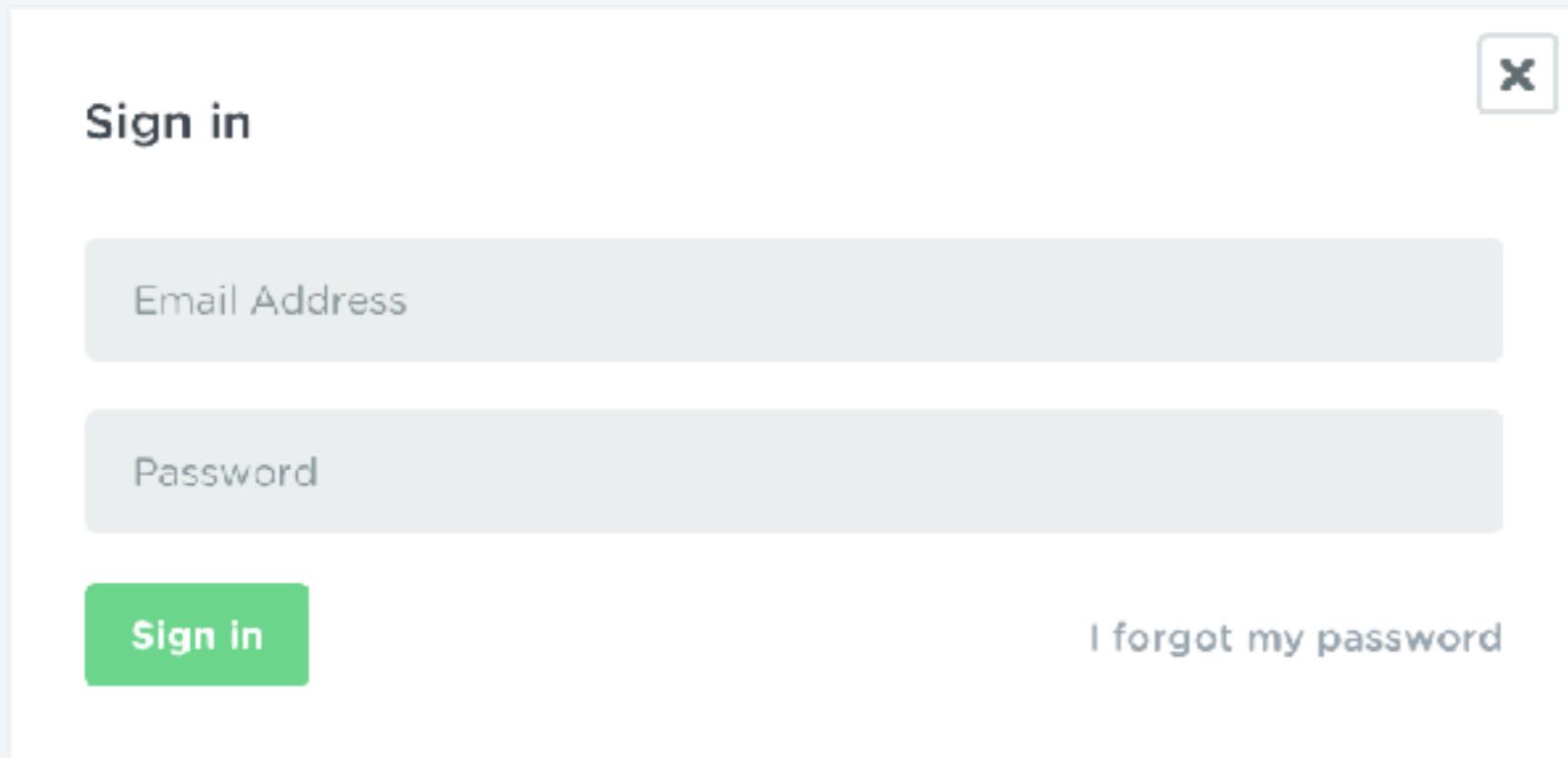
Sign in

Email Address

Password

[I forgot my password](#)

X



Search form (airbnb)

Où voulez-vous aller ?	Arrivée → Départ	1 voyageur	Rechercher
------------------------	---------------------	------------	------------

Forms

Chatbox form (Intercom)

The screenshot shows a user interface for a chatbox. At the top, there are three buttons: "Reply" (highlighted in blue), "Note", and a question mark icon. Below these is a search bar containing the placeholder text "Type # to insert a saved reply". At the bottom left is a toolbar with four icons: a file folder, a smiley face, a photo, and a link. On the right side, there is a large blue "Reply" button.

Reply Note ?

Type # to insert a saved reply

Reply

Tabs / Navs

Medium

STAFF PICKS TOP STORIES BOOKMARKS

ProductHunt

6,418

Upvoted

509

Submitted

35

Made

27

Collections

23,346

Followers

1,413

Following

TWEETS

4 021

ABONNEMENTS

1 783

ABONNÉS

3 972

AIMÉS

5 218

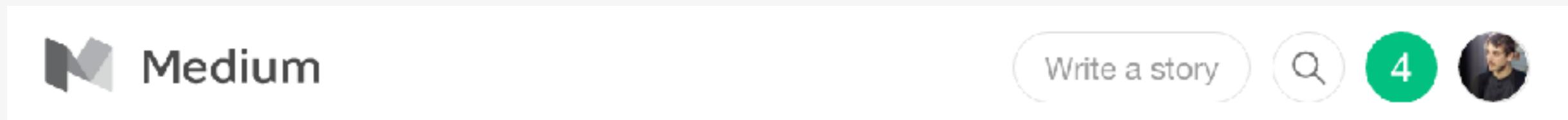
LISTES

10

Twitter

Navbars

Medium



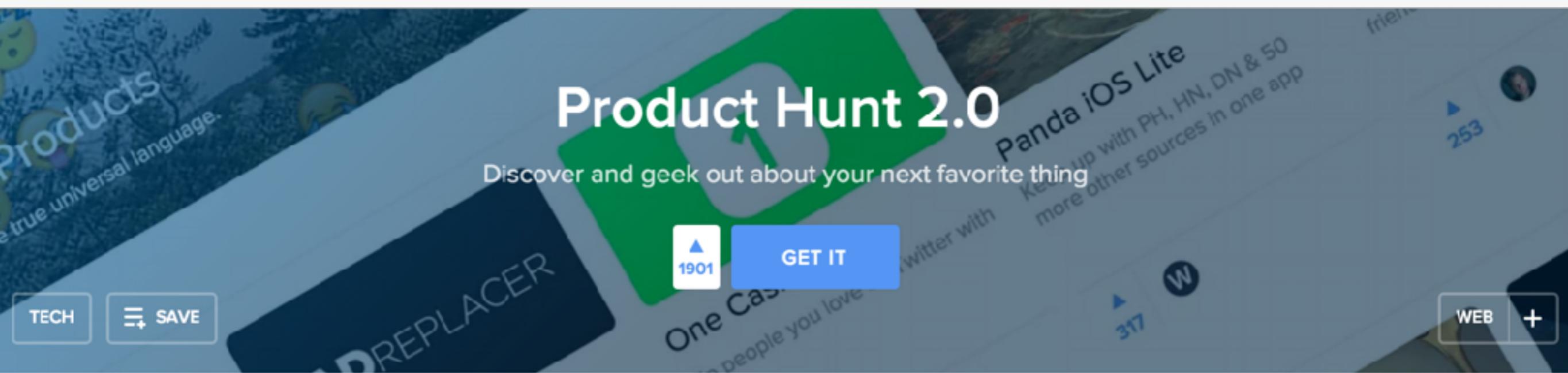
Twitter



Github



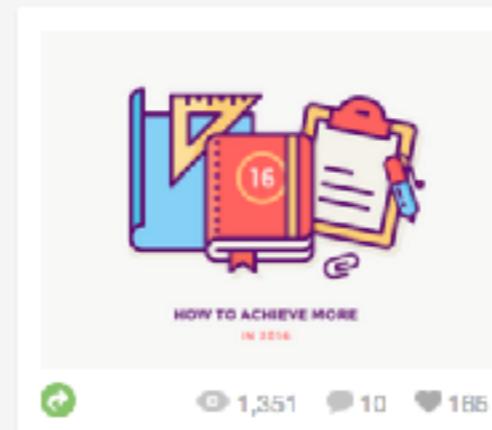
Banners



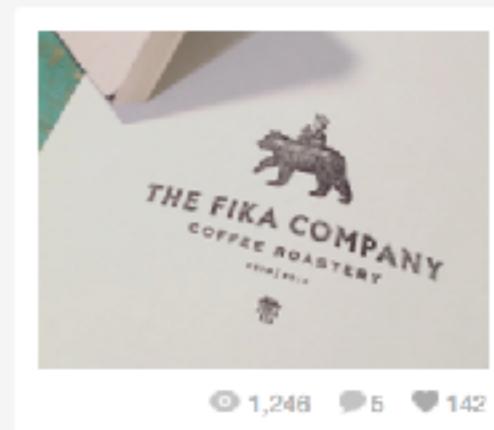
Cards



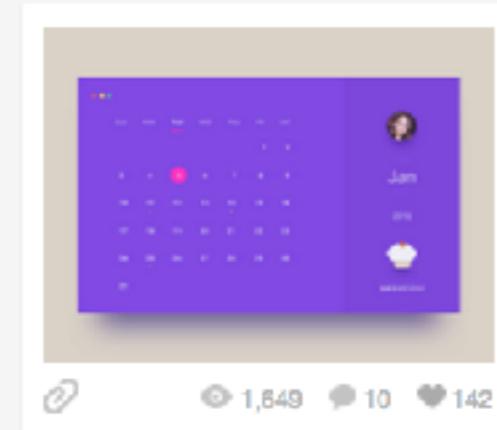
Operator



Justas Galaburda



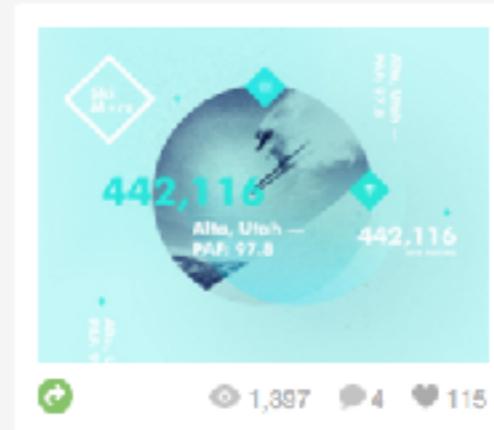
Joe White



Goutham



Dann Petty



Studio-JQ

Cards



90 € ⚡

Superbe gîte à Rome

Logement entier · ★★★★★ · 213 commentaires



69 € ⚡

Colosseo, Hidden Gem

Logement entier · ★★★★★ · 105 commentaires



90 €

Chic Artist's Loft in Rome Center

Logement entier · ★★★★★ · 112 commentaires



57 € ⚡

Penthouse Tiburtina Station Center

Logement entier · ★★★★★ · 89 commentaires

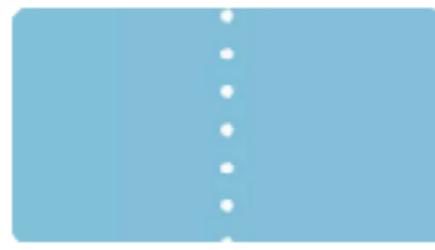


Cards



Clash Royale

The next game from Supercell,
makers of Clash of Clans



Follow The Dots

AN ENDLESS FINGERLESS
RUNNER GAME



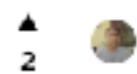
Ginger Roll

Save the world from evil iblis in
this cute arcade platform



**THE CAT AND THE
COUP**

A documentary videogame on 28
Morded coup



Lists

- 

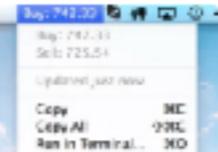
Faraday Future FFZERO1
Groundbreaking all electric race car

- 

Human for Android
Compare your daily activity to people around you

- 

Simple Poll
The easiest way to create polls in Slack

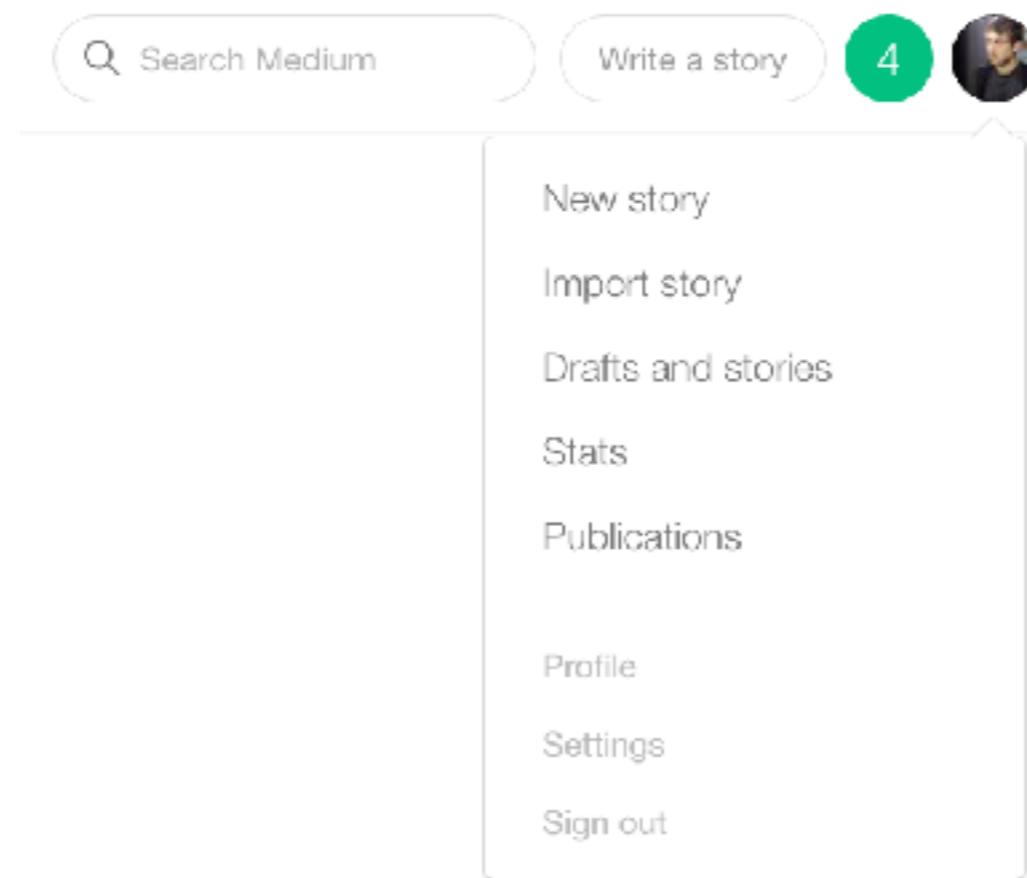
- 

BitBar
Put the output from any script in your Mac OS X Menu Bar

- 

Hu:toma
Emotionally evolved AIs for personal or business use


Dropdown



Dropdown

le wagon 

[Offrir une track](#) [Se connecter](#) [Toutes les tracks](#)



Codez votre premier site web
Créez et designez votre site avec HTML/CSS et Bootstrap. Mettez-le en ligne, configurez votre nom de domaine et suivez votre trafic sur Google Analytics.



Devenez développeur front-end
Passez la vitesse supérieure ! Créez vos propres icônes, designez et animez vos sites avec SASS & jQuery. Codez vite des sites beaux, propres & maintenables.



Devenez data-scientist
Faites des analyses poussées avec Python et la librairie Pandas. Connectez, manipulez et explorez des sets de données internes ou ouverts pour répondre à des questions concrètes liées à votre activité.



Comprenez enfin JavaScript
Apprenez ou ré-apprenez à vous servir de JavaScript. Scrapez votre premier site, et déployez vos scripts Node.js sur Heroku.



HTML CSS

Front End Design

Coding language

HTML



content
+ structure

CSS



style

JS

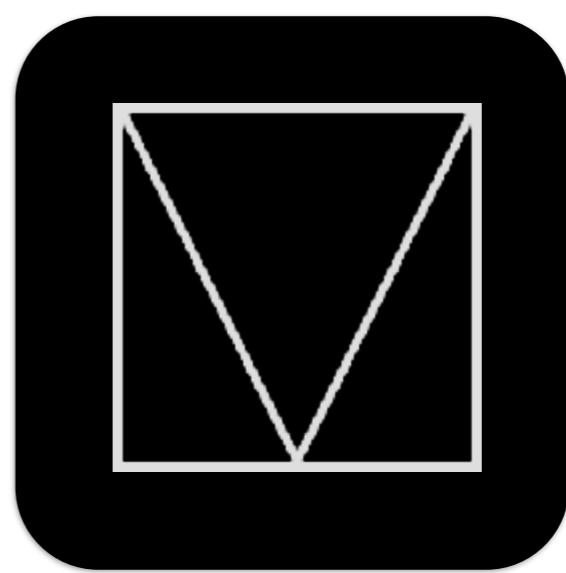


dynamism
+ usability

HTML

Without structure, no design

CSS libraries



Setup



Different contents

some text content..

some other content..

some third content..

Tag them

some text content..

h1

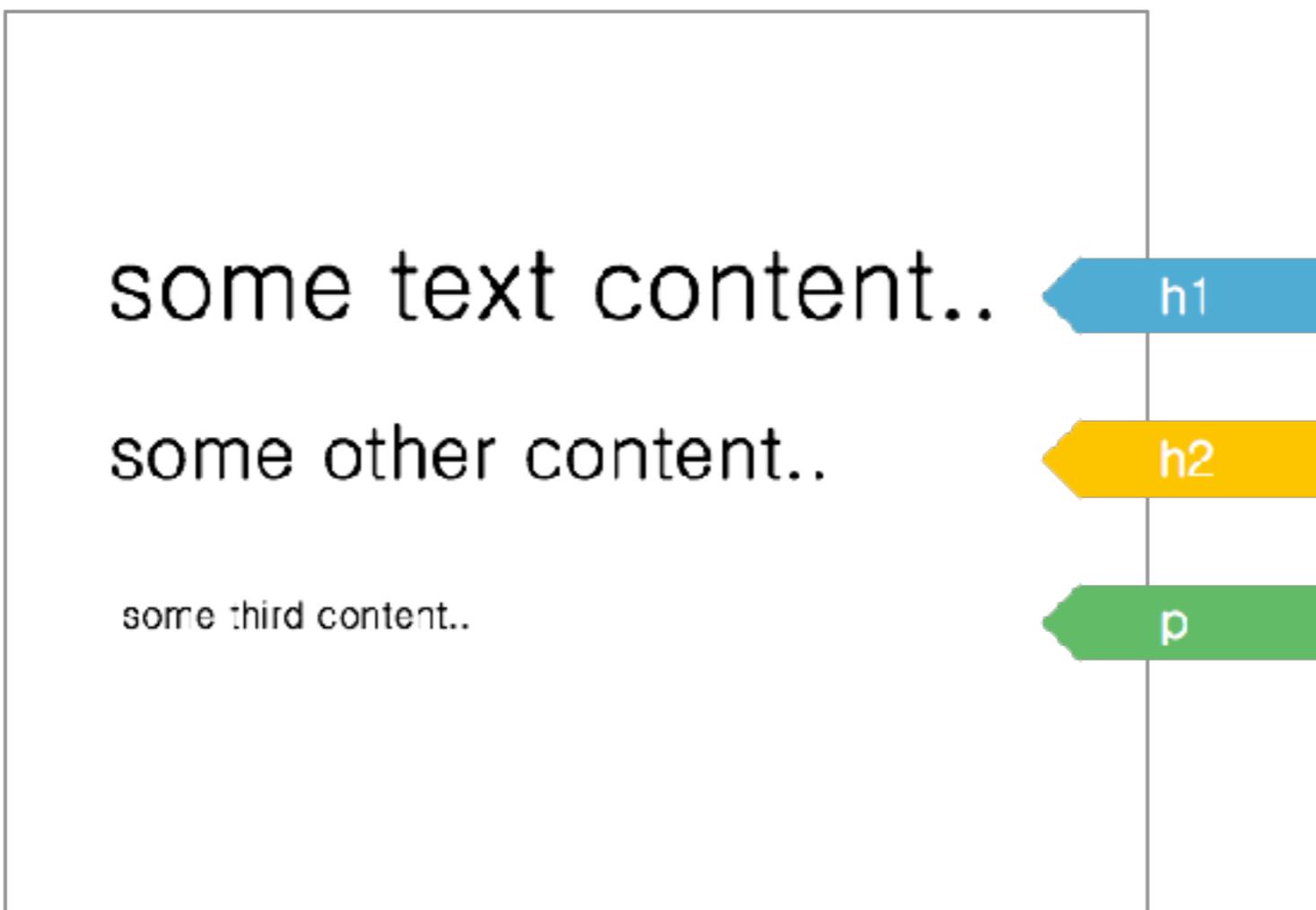
some other content..

h2

some third content..

p

Browser apply defaults



Over-ride with CSS

some text content..

h1

some other content..

h2

some third content..

p

Skeleton

<!DOCTYPE html>

<!-- end of file -->

Skeleton

```
<!DOCTYPE html>
```

```
<html>
```

```
<!-- html code -->
```

```
</html>
```

```
<!-- end of file -->
```

Head & body

```
<!DOCTYPE html>
<html>
  <head>
    <!-- Intelligence (meta-data) -->
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
<!-- end of file -->
```

Title & utf-8

```
<!DOCTYPE html>
<html>
  <head>
    <title>Landing</title>
    <meta charset="utf-8">
  </head>
  <body>
    <!-- Stuff to display-->
  </body>
</html>
<!-- end of file -->
```

Head & google

```
<head>  
    <title>Le Wagon - Apprendre..</title>  
    <meta name="description" content="Le Wagon est la...">  
</head>
```

Le Wagon - Apprendre à coder - Bootcamp en Ruby on ...

www.lewagon.org/ ▾

Le Wagon est la meilleure formation au développement web en France. Allez voir par vous-même les projets codés par nos anciens élèves !

Vous avez consulté cette page de nombreuses fois. Date de la dernière visite : 12/10/14

Head & Facebook

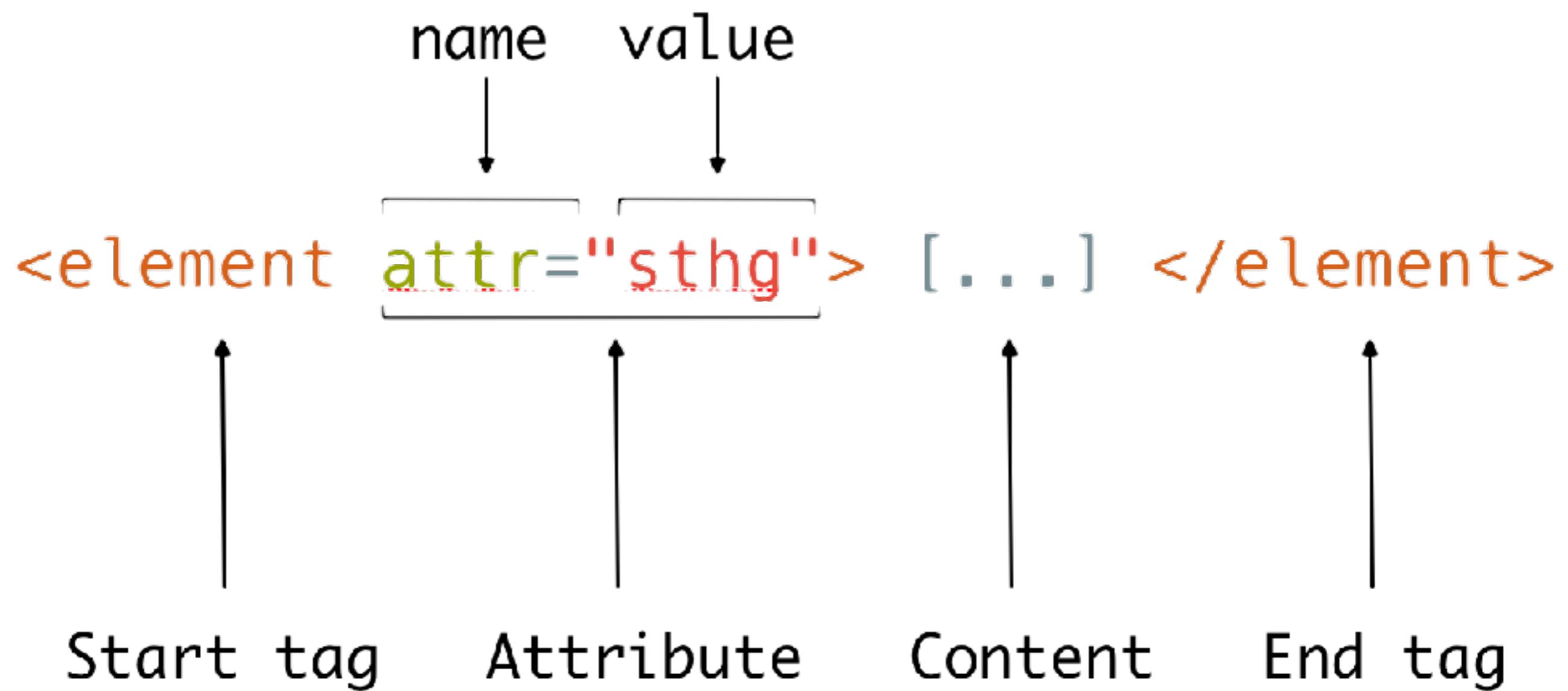
<head>

```
<meta property="og:title" content="le Wagon - The..">
<meta property="og:image" content="facebook-card.jpg">
<meta property="og:description" content="Le Wagon is the...">
```

</head>



Core syntax



Syntax example

```
<a href="http://lewagon.org" target="_blank">  
  Le Wagon  
</a>
```



Le Wagon

What is the **tag name**?
What is the **content**?
What are the two **attributes**?

HTML - titles

```
<h1>[...]</h1>
<h2>[...]</h2>
<h3>[...]</h3>
<h4>[...]</h4>
<h5>[...]</h5>
<h6>[...]</h6>
```

HTML - paragraph

```
<p>  
    Lorem ipsum dolor sit amet, consectetur  
    adipisicing elit.Veritatis laboriosam  
    autem at ab omnis iure quis  
</p>
```

HTML - emphasize

<p>

You can emphasise <**em**>some words</**em**>, and even <**strong**>more if needed</**strong**>

</p>

HTML - list

```
<h2>Shopping list</h2>
```

```
<ul>
```

```
    <li>Milk</li>
```

```
    <li> Butter </li>
```

```
</ul>
```

```
<h2>World Cup 2014</h2>
```

```
<ol>
```

```
    <li>Germany</li>
```

```
    <li>Argentina</li>
```

```
</ol>
```

HTML - image

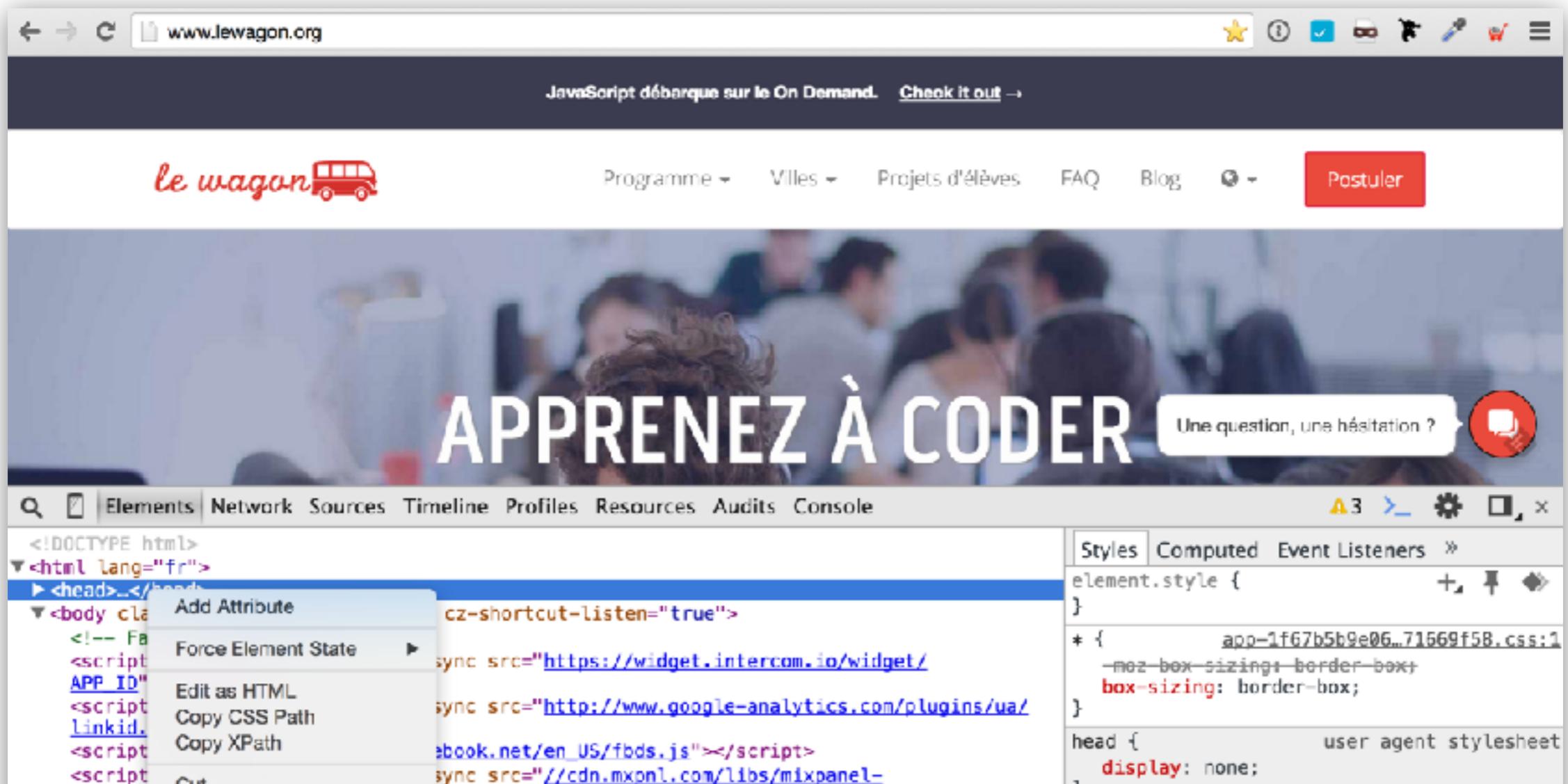
```

```

2. Let's add HTML content

CSS

Web without CSS ?
Let's find a page and cut its head!



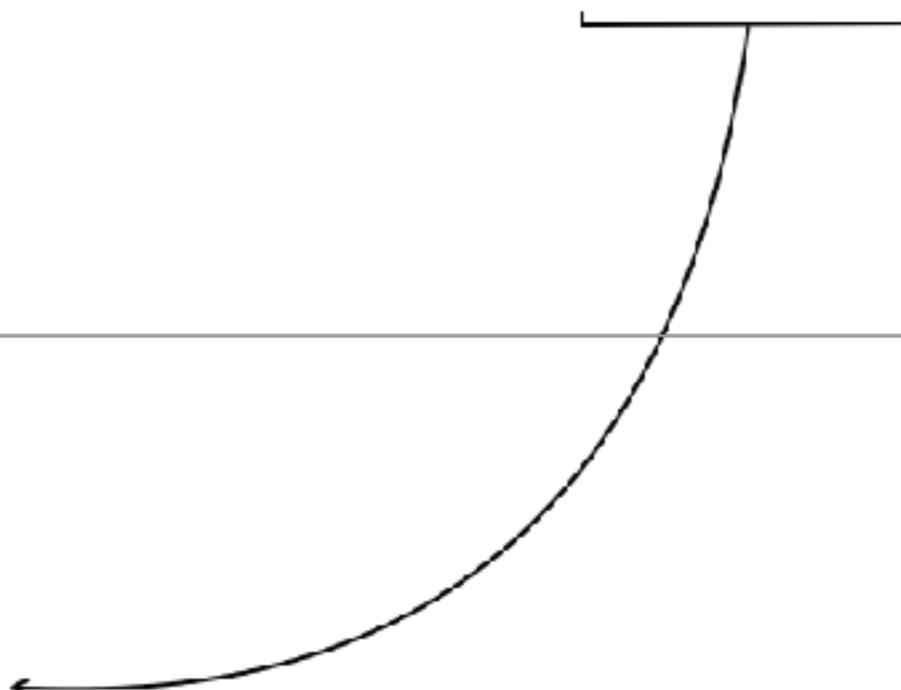
Linking stylesheets

index.html

```
1 <head>
2   <link rel="stylesheet" href="style.css">
3 </head>
4 <body>
5   <h1>Hello</h1>
6 </body>
```

style.css

```
1 h1 {
2   color: red;
3 }
```



CSS syntax

```
1 selector {  
2   property: value;  
3   property: value;  
4   property: value;  
5 }
```

selection of one or more elements of the page..

..on which we define style rules

CSS vocabulary

```
1 selector {  
2   property: value;  
3   property: value;  
4   property: value;  
5 }
```

↓

CSS selector

← **style rules**

↑

style properties

Use the good **keywords** on Google

CSS example



we select
all **<h2>** of the page

```
1 h2 {  
2   color: red;  
3   font-size: 20px;  
4   font-family: arial;  
5 }
```



UX 101

User
Pain
Goals
Story
Design
Prototype
Test